

# **2017 Philips: Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction in the Global Medical Imaging Industry**

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## **Abstracts**

This new report from VPGMarketResearch provides insightful analysis of Philips capabilities, goals and strategies in the global diagnostic imaging market. The report presents a worldwide strategic overview of the diagnostic imaging market, including:

Estimates of the market size and growth.

Sales forecasts by geographic region and modality.

Review of the U.S. and international technological, regulatory, economic, demographic and social trends with potentially significant impact on the diagnostic imaging industry during the next five years.

Analysis of major geographic regions, including North America, Europe, Japan and Latin America.

Discussion of trends in X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS and other technologies.

The analysis of Philips includes:

Business, new product development, and marketing strategies.

Anticipated acquisitions, joint ventures, and divestitures.

The U.S. and international sales force size in major geographic regions.

Selling options, including rental plans, leasing and others.

Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc.

System service and support.

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

Contains 46 pages and 5 tables

## Contents

### **I. OUTLOOK**

Introduction

Industry Consolidation and Diversification: A Biomodal Trend

Market Globalization

Pricing Pressures

Productivity

### **II. MAJOR GEOGRAPHIC REGIONS**

North America

Europe

Japan

Latin America

### **III. MAJOR MODALITIES**

X-Ray

Ultrasound

MRI

CT

Nuclear Medicine

PET

PACS

### **IV. MARKET SIZE AND GROWTH**

### **V. STRATEGIC DIRECTIONS**

Business, new product development, and marketing strategies

Anticipated acquisitions, joint ventures, and divestitures

### **VI. MARKETING TACTICS**

The U.S. and international sales force size in major geographic regions

Selling options, including rental plans, leasing and others

Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product

literature, newsletters, etc  
System service and support

## **VII. TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired diagnostic imaging and related technologie, Including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

## List Of Tables

### LIST OF TABLES

Table 1: Worldwide Diagnostic Imaging Market Estimated Sales by Geographic Region and Country

Table 2: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Geographic Region and Country

Table 3: Worldwide Diagnostic Imaging Market Estimated Sales by Modality and Business

Table 4: Worldwide Diagnostic Imaging Market Estimated Sales by Modality/Business And Geographic Region

Table 5: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Modality/Business

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